

## CLAIMS

What is claimed is:

1 *Dep B1* 1. A method for determination and presentation of a package offer  
2 comprising the steps of:

3 detecting that a primary product is of interest to a customer, the primary product  
4 having an associated primary product identifier;

5 in response to detecting that the primary product is of interest to the customer,  
6 determining a package to be offered to the customer, the package comprising the  
7 primary product and at least one secondary product, the primary product and the at least  
8 one secondary product each having a corresponding retail price;

9 in response to determining the package, determining a package price which is  
10 less than a sum of the corresponding retail prices of the primary product and the at least  
11 one secondary product; and

12 presenting a package offer for the sale of the package at the package price to the  
13 customer.

1 2. Computer-readable media having stored thereon computer-executable  
2 instructions for performing the method of claim 1.

1 3. The method of claim 1, wherein detecting that the primary product is of  
2 interest to the customer comprises detecting that information relating to the primary  
3 product is displayed on a web-page viewed by the customer for a pre-determined  
4 amount of time.

1 4. The method of claim 1, wherein detecting that the primary product is of  
2 interest to the customer comprises detecting an input signal generated by the customer  
3 in response to information displayed on a web-page relating to the primary product.

1 5. The method of claim 1, wherein detecting that the primary product is of  
2 interest to the customer comprises detecting that the customer has added the primary  
3 product to a virtual shopping cart.

1 *pt B17* 6. The method of claim 1, wherein detecting that the primary product is of  
2 interest to the customer comprises detecting at least one keyword input by the customer  
3 into an input field on a web-page; and  
4 determining that the at least one keyword relates to the primary product.

1 7. The method of claim 1, wherein detecting that the primary product is of  
2 interest to the customer comprises receiving a customer request for a customer  
3 requested package associated with the primary product.

1 8. The method of claim 1, wherein determining the package to be offered  
2 to the customer comprises:  
3 accessing a database to locate a pre-determined package associated with the  
4 ~~primary product identifier.~~

1 *pt B17* 9. Computer-readable media having stored thereon computer-executable  
2 instructions for performing the method of claim 8.

1 10. The method of claim 1, wherein determining the package to be  
2 offered to the customer comprises accessing a database to select the at least one  
3 secondary product from a plurality of available secondary products, the selected at least  
4 one secondary product having a predetermined relationship with the primary product.

1 *pt B17* 11. Computer-readable media having stored thereon computer-executable  
2 instructions for performing the method of claim 10.

1 12. The method of claim 1, wherein determining the package to be offered  
2 to the customer comprises accessing a database to select the at least one secondary  
3 product from a plurality of available secondary products based on at least one of the  
4 profit margin of the primary product and the profit margin of the at least one secondary  
5 ~~product.~~

1 *Part B17* 13. Computer-readable media having stored thereon computer-executable  
2 instructions for performing the method of claim 12.

1 14. The method of claim 1, further comprising storing in a database  
2 information relating to at least one additional product of interest to the customer; and  
3 wherein determining the package to be offered to the customer comprises:  
4 accessing the database to determine the at least one additional product of  
5 interest to the customer; and  
6 selecting the at least one additional product of interest to the customer as  
7 the at least one secondary product.

1 *Part B17* 15. Computer-readable media having stored thereon computer-executable  
2 instructions for performing the method of claim 14.

1 16. The method of claim 1, further comprising storing in a database  
2 information relating to a previous transaction of the customer, the previous transaction  
3 including at least one previously sold product; and  
4 wherein determining the package to be offered to the customer comprises:  
5 accessing the database to determine the at least one previously sold  
6 product, and  
7 accessing the database to select the at least one secondary product from  
8 a plurality of available secondary products, the selected at least one secondary  
9 product having a predetermined relationship with the at least previously sold  
10 ~~product.~~

1 *Part B17* 17. Computer-readable media having stored thereon computer-executable  
2 instructions for performing the method of claim 16.

1 18. The method of claim 1, wherein determining the package price  
2 comprises determining a discounted price for each of the at least one  
3 ~~secondary products and~~

4 summing the retail price of the primary product and the discounted price for the  
5 at least one secondary product to calculate the package price.

1 19. Computer-readable media having stored thereon computer-executable  
2 instructions for performing the method of claim 18.

1 20. The method of claim 18, wherein the discounted price for each of the at  
2 least one secondary product is based on a profit margin of the primary product.

1 21. The method of claim 1, wherein determining the package price  
2 comprises determining a discounted price for the each of the primary product and the at  
3 least one secondary product; and

4 summing the discounted prices of the primary product and the at least one  
5 secondary product to calculate the package price.

1 22. Computer-readable media having stored thereon computer-executable  
2 instructions for performing the method of claim 21.

1 23. The method of claim 21, wherein the discounted price for each of the  
2 primary product and the at least one secondary products is based on a profit margin of  
3 the primary product and a profit margin of the at least one secondary product.

1 24. The method of claim 1, further comprising:  
2 in response to presenting the package offer to the customer, receiving a  
3 customer response indicating a rejection of the package offer; and  
4 in response to the customer response, determining another package to be offered  
5 to the customer.

1 25. The method of claim 1, further comprising:  
2 in response to presenting the package offer to the customer, receiving a  
3 customer response indicating an account identifier and an acceptance of the package  
4 offer and

5 in response to the customer response, charging a financial account identified by  
6 the account identifier for the amount of the package price.

1 26. The method of claim 25, further comprising storing transaction data  
2 relating to sale of the package in a database.

1 27. The method of claim 1, wherein a first package offer for sale of a first  
2 package at a first package price is presented to the customer; and  
3 wherein a second package offer for sale of a second package at a second  
4 package price is presented to the customer.

1 *Am 617* 28. Computer-readable media having stored thereon computer-executable  
2 instructions for performing the method of claim 27.

1 29. The method of claim 1, wherein the package comprises the primary  
2 product and a plurality of secondary products; and  
3 wherein the package offer comprises an offer for sale of a pre-determined  
4 number of the secondary products, selected by the customer, at the package price.

1 *Am 617* 30. Computer-readable media having stored thereon computer-executable  
2 instructions for performing the method of claim 29.

1 31. The method of claim 1, wherein the package comprises the primary  
2 product and a plurality of secondary products; and  
3 wherein the package offer comprises an offer for sale of a customer-selected  
4 number of the secondary products, selected by the customer, at the package price.

1 32. The method of claim 29, wherein the package price varies based on the  
2 customer-selected number of secondary products.

1 *Am 617* 33. Computer-readable media having stored thereon computer-executable  
2 instructions for performing the method of claim 32.

1           34.    The method of claim 1, wherein the package comprises the primary  
2 product and a plurality of lists of secondary products; and  
3           wherein the package offer comprises an offer for sale of a pre-determined  
4 number of the secondary products selected by the customer from each of the plurality  
5 of lists, at the package price.

1 *Sub B1* 35.    Computer-readable media having stored thereon computer-executable  
2 instructions for performing the method of claim 34.

1           36.    The method of claim 1, wherein detecting that the primary product is of  
2 interest to the customer comprises receiving the primary product identifier from a  
3 customer service device at a retail establishment.

1           37.    The method of claim 36, wherein the customer service device comprises  
2 an input device operable to input the primary product identifier and a display device  
3 operable to present the package offer.

1           38.    The method of claim 37, wherein the customer service device further  
2 comprises a printer operable to print a printed version of the package offer.

1           39.    The method of claim 38, wherein the printed version comprises a code  
2 identifying the package offer and product identifiers for the primary product and the at  
3 least one secondary product included in the package.

1           40.    The method of claim 37, wherein the input device comprises a bar code  
2 reader.

1 *Sub B1* 41.    The method of claim 1, further comprising receiving from a point of sale  
2 terminal a customer response indicating an account identifier and an acceptance of the  
3 package offer; and

4 in response to the customer response, authorizing the point of sale terminal to  
5 charge a financial account identified by the account identifier for the amount of the  
6 package price.

1 42. The method of claim 41, wherein the customer response further  
2 indicates a code identifying the package offer and product identifiers for the primary  
3 product and the at least one secondary product included in the package.

1 43. The method of claim 41, further comprising storing transaction data  
2 relating to sale of the package in a database.

1 44. The method of claim 1, wherein the primary product is sold by a first  
2 retailer;

3 wherein the method further comprises storing in a database information relating  
4 to a plurality of available secondary products sold by a second retailer; and

5 wherein determining the package to be offered to the customer comprises  
6 accessing the database to select the at least one secondary product from the plurality of  
7 available secondary products, the at least one secondary product having a  
8 predetermined relationship with the primary product.

1 45. The method of claim 44, further comprising receiving a customer  
2 response indicating an account identifier and an acceptance of the package offer;

3 in response to the customer response, charging a financial account identified by  
4 the account identifier for the amount of the package price; and

5 in response to charging the financial account, authorizing the first retailer to  
6 deliver the primary product to the customer and authorizing the second retailer to  
7 deliver the at least one secondary product to the customer.

1 46. The method of claim 45, further comprising distributing an appropriate  
2 portion of the charged package price to each of the first retailer and the second retailer.

1 *Int 317* 47. A method for assembly, presentation and redemption of a package offer  
2 comprising the steps of:

3 indicating an interest in a primary product;

4 in response to indicating an interest in the primary product, being presented  
5 with a package offer to purchase a package at a package price, the package comprising  
6 the primary product and at least one secondary product; and

7 providing a customer response comprising an account identifier and an  
8 indication of an acceptance of the package offer, the acceptance of the package offer  
9 authorizing a charge to a financial account identified by the account identifier for the  
10 amount of the package offer price.

1 48. Computer-readable media having stored thereon computer-executable  
2 instructions for performing the method of claim 47.

1 49. The method of claim 47, wherein the primary product and the at least  
2 one secondary product each have a corresponding retail price; and

3 wherein the package price is less than the sum of the retail prices of the primary  
4 product and the at least one secondary product.

1 50. The method of claim 47, wherein indicating the interest in the primary  
2 product comprises viewing a web-page displaying information relating to the primary  
3 product for a pre-determined amount of time.

1 51. The method of claim 47, wherein indicating the interest in the primary  
2 product comprises generating an input signal in response to information displayed on a  
3 web-page relating to the primary product.

1 52. The method of claim 47, wherein indicating an interest in the primary  
2 product comprises adding the primary product to a virtual shopping cart.



1           53.     The method of claim 47, wherein indicating the interest in the primary  
2 product comprises inputting at least one keyword into an input field on a web-page, the  
3 at least one keyword relating to the primary product.

1           54.     The method of claim 47, further comprising obtaining the primary  
2 product and the at least one secondary product from the retailer after providing the  
3 customer response indicating the acceptance of the package offer.

1           55.     The method of claim 54, wherein obtaining the primary product and the  
2 at least one secondary product from the retailer comprises visiting a retail establishment  
3 of the retailer to pick up the primary product and the at least one secondary product.

1           56.     The method of claim 55, further comprising receiving a code from the  
2 retailer; and  
3           upon visiting the retail establishment, presenting the code to the retailer,  
4           whereby the retailer may use the code to verify that the financial account has  
5 been charged in the amount of the package price.

6 2017 57.     The method of claim 54, wherein obtaining the primary product and the  
7 at least one secondary products comprises receiving a shipment containing the primary  
8 product and the at least one secondary products.

1           58.     The method of claim 47, wherein the primary product has an associated  
2 primary product identifier;  
3           wherein indicating an interest in the primary product comprises inputting the  
4 primary product identifier into a customer service device at a retail establishment;  
5           wherein being presented with the package offer comprises receiving the  
6 package offer from the customer service device; and  
7           wherein providing the customer response comprises presenting the account  
8 identifier, the primary product and the at least one secondary product, and the  
9 indication of the acceptance of the package offer at a point of sale terminal.

1 59. The method of claim 58, wherein the customer service device  
2 communicates with a central server to determine the package offer.

1 60. The method of claim 59, wherein the central server retrieves the package  
2 offer from a database, the package offer being stored in the database in association with  
3 the primary product identifier.

1 61. The method of claim 59, wherein the central server communicates with a  
2 database to determine the package offer, the at least one secondary product being  
3 selected from a record of available secondary products based on a profit margin of the  
4 primary product.

1 62. The method of claim 59, wherein the central server communicates with a  
2 database to assemble the package offer;

3 wherein the database stores information relating to at least one additional  
4 product in which the customer has indicated an interest; and

5 wherein the at least one secondary product is selected based on the at least one  
6 additional products.

1 63. The method of claim 59, wherein the central server communicates with a  
2 database to assemble the package offer;

3 wherein the database stores information relating to at least one previous  
4 transaction, the previous transaction including a previously sold product; and

5 wherein the at least one secondary products are selected based on a relationship  
6 with the previously sold product.

1 64. The method of claim 58, wherein the customer service device comprises  
2 an input device operable to input the primary product identifier and a display device  
3 operable to present the package offer.

1 65. The method of claim 64, wherein the customer service device further  
2 comprises a printer operable to print a printed presentation of the package offer.

1 66. The method of claim 64, wherein the input device comprises a bar code  
2 reader.

1 67. The method of claim 58, wherein the point of sale terminal  
2 communicates with a central server to determine the package price; and  
3 wherein the point of sale terminal communicates with a financial institution to  
4 charge the package price to the financial account.

1 68. The method of claim 47, wherein indicating the interest in the primary  
2 product comprises requesting a package associated with the primary product.

1 69. The method of claim 47, wherein the primary product and at least one  
2 secondary product are sold by a plurality of different retailers.

1 70. The method of claim 69, further comprising obtaining the primary  
2 product and the at least one secondary product from the plurality of different retailers  
3 by visiting each of the plurality of different retailers to pick up the primary product and  
4 the at least one secondary products.

1 71. The method of claim 70, further comprising receiving a code in response  
2 to providing the customer response; and  
3 upon visiting the plurality of different retailers, presenting the code to each of  
4 the plurality of different retailers,  
5 whereby each of the plurality of different retailers may use the code to verify  
6 that the financial account has been charged in the amount of the package price.

1 72. The method of claim 69, further comprising obtaining the primary  
2 product and the at least one secondary product from the plurality of different retailers  
3 by receiving a plurality of shipments containing the primary product and the at least  
4 one secondary product

1           73.     A method for facilitating redemption of an accepted package offer from  
2 a retail establishment comprising the steps of:  
3           receiving a code from a customer;  
4           receiving from the customer a primary product identifier associated with a  
5 primary product and at least one secondary product identifier associated with at least  
6 one secondary product;  
7           communicating the code to a central server;  
8           in response to communicating the code to the central server, receiving from the  
9 central server an indication that a package price was charged to a financial account  
10 maintained by the customer and a plurality of package product identifiers;  
11          confirming that the primary product identifier and the at least one secondary  
12 product identifier received from the customer match the plurality of package product  
13 identifiers; and  
14          authorizing the customer to remove the primary product and the at least one  
15 secondary product from the retail establishment.

1     74.     A system for assembly, presentation and redemption of a package offer  
2 comprising:  
3           a processor;  
4           a communications port in communication with the processor operable to send  
5 and receive data;  
6           a database in communication with the processor operable to store information  
7 relating to products stored by corresponding product identifiers; and  
8           wherein the processor is operable to:  
9           interpret data received via the communications port from a customer  
10 device as indicating an expression of interest by a customer in a primary  
11 product;  
12          access the database to determine a package to be offered to the  
13 customer, the package comprising the primary product and at least one  
14 secondary product, the primary product and the at least one secondary product  
15 each having a corresponding retail price;

16 determine a package price which is less than the sum of the  
17 corresponding retail prices of the primary product and the at least one secondary  
18 product; and  
19 present a package offer for the sale of the package at the package price  
20 to the customer.

1 75. The system of claim 74, wherein the data received from the customer  
2 device indicates that information relating to the primary product has been displayed on  
3 a web-page viewed by the customer for a pre-determined amount of time.

1 76. The system of claim 74, wherein the data received from the customer  
2 device comprises an input signal generated by the customer in response to information  
3 displayed on a web-page relating to the primary product.

1 77. The system of claim 74, wherein the data received from the customer  
2 device indicates that the customer has added the primary product to a virtual shopping  
3 cart.

1 78. The system of claim 74, wherein the data received from the customer  
2 device comprises at least one keyword input by the customer into an input field on a  
3 web-page, the at least one keyword relating to the primary product.

1 79. The system of claim 74, wherein the data received from the customer  
2 device comprises a customer request for a customer requested package associated with  
3 the primary product.

1 80. The system of claim 74, wherein accessing the database to determine the  
2 package comprises retrieving a pre-determined package associated with the product  
3 identifier of the primary product.

1 81. The system of claim 74, wherein accessing the database to determine the  
2 package comprises selecting the at least one secondary product from a plurality of

3 available secondary products in the database, the selected at least one secondary  
4 product having a predetermined relationship with the primary product.

1 82. The system of claim 74, wherein accessing the database to determine the  
2 package comprises selecting the at least one secondary product from a plurality of  
3 available secondary products stored in the database based on at least one of the profit  
4 margin of the primary product and the profit margin of the at least one secondary  
5 product.

1 83. The system of claim 74, wherein the processor is further operable to  
2 store in a database information relating to at least one additional product of interest to  
3 the customer; and

4 wherein accessing the database to determine the package comprises:  
5 accessing the database to determine the at least one additional product of  
6 interest to the customer, and

7 selecting the at least one additional product of interest to the customer as  
8 the at least one secondary product.

1 84. The system of claim 74, wherein the processor is further operable to  
2 store in a database information relating to a previous transaction of the customer, the  
3 previous transaction including at least one previously sold product; and

4 wherein accessing the database to determine the package comprises:  
5 accessing the database to determine the at least one previously sold  
6 product, and

7 accessing the database to select the at least one secondary product from  
8 a plurality of available secondary products, the selected at least one secondary  
9 product having a predetermined relationship with the at least previously sold  
10 product.

1 *Dr G17* 85. The system of claim 74, wherein determining the package price  
2 comprises determining a discounted price for each of the at least one secondary  
3 product; and

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summing the retail price of the primary product and the discounted price for the at least one secondary product to calculate the package price.

1 86. The system of claim 85, wherein the discounted price for each of the at  
2 least one secondary product is based on a profit margin of the primary product.

1 87. The system of claim 74, wherein determining the package price  
2 comprises determining a discounted price for the each of the primary product and the at  
3 least one secondary product; and  
4 summing the discounted prices of the primary product and the at least one  
5 secondary product to calculate the package price.

1 88. The system of claim 87, wherein the discounted price for each of the  
2 primary product and the at least one secondary products is based on a profit margin of  
3 the primary product and a profit margin of the at least one secondary product.

1 89. The system of claim 74, wherein the processor is further operable to:  
2 receive a customer response, via the communications port, indicating a rejection  
3 of the package offer; and  
4 in response to the customer response, access the database to determine another  
5 package to be offered to the customer.

1 90. The system of claim 74, wherein the processor if further operable to:  
2 receive a customer response, via the communications port, indicating an account  
3 identifier and an acceptance of the package offer; and  
4 in response to the customer response, communicate with a financial institution  
5 via the communications port in order to charge a financial account identified by the  
6 account identifier for the amount of the package price.

1 91. The system of claim 90, wherein the processor is further operable to  
2 store transaction data relating to sale of the package in the database.

1           92.     The system of claim 74, wherein a first package offer for sale of a first  
2 package at a first package price is presented to the customer; and

3           wherein a second package offer for sale of a second package at a second  
4 package price is presented to the customer.

1           93.     The system of claim 74, wherein the package comprises the primary  
2 product and a plurality of secondary products; and

3           wherein the package offer comprises an offer for sale of a pre-determined  
4 number of the secondary products, selected by the customer, at the package price.

1           94.     The system of claim 74, wherein the package comprises the primary  
2 product and a plurality of secondary products; and

3           wherein the package offer comprises an offer for sale of a customer-selected  
4 number of the secondary products, selected by the customer, at the package price.

1           95.     The system of claim 94, wherein the package price varies based on the  
2 customer-selected number of secondary products.

1           96.     The system of claim 74, wherein the package comprises the primary  
2 product and a plurality of lists of secondary products; and

3           wherein the package offer comprises an offer for sale of a pre-determined  
4 number of the secondary products selected by the customer from each of the plurality  
5 of lists, at the package price.

1           97.     The system of claim 74, wherein the customer device comprises a  
2 customer service device at a retail establishment.

1           98.     The system of claim 97, wherein the customer service device comprises  
2 an input device operable to input the primary product identifier and a display device  
3 operable to present the package offer.



1            99.    The system of claim 98, wherein the customer service device further  
2 comprises a printer operable to print a printed version of the package offer.

1            100.   The system of claim 99, wherein the printed version comprises a code  
2 identifying the package offer and product identifiers for the primary product and the at  
3 least one secondary product included in the package.

1            101.   The system of claim 98, wherein the input device comprises a bar code  
2 reader.

1            102.   The system of claim 74, wherein the processor is further operable to:  
2 receive from a point of sale terminal, via the communications port, a customer  
3 response indicating an account identifier and an acceptance of the package offer; and  
4 in response to the customer response, send an authorization to the point of sale  
5 terminal, via the communications port, authorizing a charge to a financial account  
6 identified by the account identifier for the amount of the package price.

1            103.   The system of claim 102, wherein the customer response further  
2 indicates a code identifying the package offer and product identifiers for the primary  
3 product and the at least one secondary product included in the package.

1            104.   The system of claim 102, wherein the processor is further operable to  
2 store transaction data relating to sale of the package in the database.

1            105.   The system of claim 74, wherein the primary product is sold by a first  
2 retailer;

3            wherein the database stores information relating to a plurality of available  
4 secondary products sold by a second retailer; and

5            wherein accessing the database to determine the package comprises accessing  
6 the database to select the at least one secondary product from the plurality of available  
7 secondary products, the at least one secondary product having a predetermined  
8 ~~relationship with the primary product.~~

1 106. The system of claim 105, wherein the processor is further operable to:  
2 receive from a customer device, via the communications port, a customer  
3 response indicating an account identifier and an acceptance of the package offer;  
4 in response to the customer response, authorize a charge to a financial account  
5 identified by the account identifier for the amount of the package price; and  
6 in response to authorizing the charge to the financial account, authorize the first  
7 retailer to deliver the primary product to the customer and authorize the second retailer  
8 to deliver the at least one secondary product to the customer.

1 107. The system of claim 106, wherein the processor is further operable to  
2 facilitate distribution of an appropriate portion of the charged package price to each of  
3 the first retailer and the second retailer.

4 108. A system for assembly, presentation and redemption of a package offer  
5 comprising:  
6 a processor;  
7 a display device in communication with the processor;  
8 a communications port in communication with the processor;  
9 an input device in communication with the processor operable to generate an  
10 input signal indicating an interest in a primary product; and  
11 wherein the processor is operable to:  
12 send the input signal to a central server via a communications port,  
13 receive from the central server a package offer for purchase of a package  
14 at a package price, the package comprising the primary product and at least one  
15 secondary product, and  
16 display the package offer on the display device.

1 109. The system of claim 108, wherein the input device is further operable to  
2 generate a customer response signal comprising an account identifier and an indication  
3 of an acceptance of the package offer, the acceptance of the package offer authorizing a  
4 charge to a financial account identified by the account identifier for the amount of the  
5 package offer price; and

6 wherein the processor is further operable to send the customer response to the  
7 central server via the communications port.

1 110. The system of claim 108, wherein the primary product and the at least  
2 one secondary product each have a corresponding retail price; and  
3 wherein the package price is less than the sum of the retail prices of the primary  
4 product and the at least one secondary product.

1 111. The system of claim 108, wherein the input signal indicating the interest  
2 in the primary product comprises a response to information displayed on a web-page  
3 relating to the primary product

1 112. The system of claim 108, wherein input signal indicating the interest in  
2 the primary product comprises a command to add the primary product to a virtual  
3 shopping cart.

1 113. The system of claim 108, wherein the input signal indicating the interest  
2 in the primary product comprises at least one keyword input into an input field on a  
3 web-page, the at least one keyword relating to the primary product.

1 114. The system of claim 109, wherein the processor is further operable to  
2 receive a code via the communications port in response to sending the customer  
3 response,

4 whereby the code may be presented to a retailer for verification that the  
5 financial account has been charged in the amount of the package price.

115. The system of claim 109, wherein the input device is further operable to  
2 generate a request for shipment of the primary product and the at least one secondary  
3 products in response to sending the customer response.

1 116. The system of claim 108, further comprising a printer operable to print a  
2 printed version of the package offer, the printed version comprising a code identifying

